

Public-Interest Incorporated foundation  
Research Institute for High-Life  
Japan-Asia Collaborative Research Project  
Study report "The New Trends in Asian Urban Lifestyle"

## "The New Trends in Urban Lifestyle in the Kingdom of Thailand" (serial in 3 parts)

### Part 2 Lifestyle and Consumption Behavior of the Thai people

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- Field of research: Marketing, business administration, commercial science
- Subjects of study: Consumer behavior, pricing, brand, services marketing, culture

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### Agendas

1. Understanding and seeing beyond the "NOW" and "HERE".
2. Categorization based on lifestyle and sense of values.
3. Leading people of the Thai consumption society.
  - 3-1: Middle upper group of the "Male Managers" and the "Optimistic Female Managers" mainly lead the consumption society.
  - 3-2: Paternalism is an essential sense of value in Thailand.
  - 3-3: Freelances and Male Clerks are promising consumers.
4. In order to anticipate the future consumption society of Thailand.

## 1. Understanding and seeing beyond the "NOW" and "HERE"

A great number of goods and services of foreign brands have flooded into the Thai people's everyday life as the people's income has improved with the growing Thai economy. The Japan Brand enjoys a great popularity among the pro-Japanese Thai people. The predominance of the Japan Brand may be largely caused by the pioneering advantage owing to various Japanese companies that have been moving into Thailand from the 60s and the prevailing Japanese media culture such as music and TV programs.

However, the Korean brand and the Western luxury brand are no longer novel in Thailand now. The consumers' awareness of brands is constantly changing. Although the Japan brand may boast its past achievement, it is a problem to depend only on the Thais' pro-Japanese sentiment or the pioneering advantage forever. As described in the Part 1, the Thai society has changed significantly in the past 30 years. The household income has increased sevenfold while the gap between the urban and rural areas has been widening. The infrastructure building has fallen behind the speed of motorization and urbanization. In the cultural environment that more women go to university than men, the social trend is accelerating towards later marriage, aging society with fewer children and a greater number of nuclear families. As such, in the current Thailand, the society is significantly changing with its rapid growth of economy.

The business of consumer goods should take particularly note of the changing lifestyle that directly dictates the consumption behavior. Now that some higher-education oriented people study abroad and others enjoy the Internet, the Thai consumers experience various



countries' consumption culture or lifestyle directly or indirectly. Such knowledge of experience is accumulated at an unprecedented rate to diversify and complicate the lifestyle and sense of values of the Thai people.

\* The tenants of a shopping mall are a collection of the western fashion brands

Marketing should aim at adaptation to the "NOW" of the local market. In order to survive in the market, the Japanese companies should profoundly understand the change in the consumers and foresee their future trend. Literatures read in Japan and people who have Thai friends describe the Thai people as "Mai Pen Rai"(the Thai are easygoing), saying that they have little sense of crisis against risk, warm personality and tendency to group behavior. But this description is not enough to understand the Thai consumer behavior of "NOW". Considering the recent changes in the Thai society and the evolving consumer society, such a stereotyped image of the Thai is not exactly correct, though not necessarily wrong.



\*Newly opened department stores and shopping centers set up a cinema complex as an annex to attract families and young people.

The Part 1 of this report has focused on the social changes on a long time base from the macroscopic point of view. In this Part, the report centers on the categorization of the lifestyle and sense of values of the consumers "NOW" and analyze them from the microscopic point of view. Based on the analysis of survey data targeted at the Bangkok citizens, the report focuses on and examines the "differences" of consumers' behavior according to their lifestyles. The survey was held as a co-research with Mr. Somkiat and Mr. Suwani, the author's co-workers at Chulalongkorn University,

This survey was held targeted at 600 persons (valid answers) sampled from the Bangkok citizens of from 35 to 59 years old, and was also designed to understand the citizen's preparation for their retirement life. The contents of questionnaire were acquired through interviews about the subjects' lifestyle and sense of values, and about their private information such as age, gender, education and occupation (see the <Survey Design> at the end of this report). Although the subjects of this survey are limited to the Bangkok citizens, the information and knowledge extracted from this research would be interesting to consider the Thai people's overall patterns of behavior, for almost no quantitative survey has ever been held regarding the study of the Thais' lifestyle and sense of values.

## **2. Categorization based on lifestyle and sense of values**

In this survey, the data of subjects' answers about their lifestyle, sense of values, age, gender, education, occupation, income, etc were analyzed with the method of multivariate analysis. Analyzed data of the consumers' responses to the 45 questions (see Table A-2 of <Survey Design>) that measure their lifestyle and sense of values were, with factor analysis, assigned into 11 factors such as "Fashion Conscious", "Fast Pace", "Confident / Leadership-Oriented", etc.

The combined data of factor scores (the result of the factor analysis) and personal information of age, gender, education, occupation and income were processed using 2-step cluster analysis to group the 600 subjects into 14 categories (see appended Table A-3 and A-4). Seeing no problem for the analysis, among the 14 groups of the Bangkok citizens as shown in

Table A-3, the groups of "Laborers" were integrated into one category. In this way 11 groups were rearranged as shown in Table 1 below, for a better understanding of the consumption behavior.

The 11 groups were further categorized into 4 segments as shown in Table 2, by taking two more viewpoints into account: that of personal resource of economic power and educational level, and that of lifestyle and sense of values. As for the field of lifestyle and sense of values, positive- or negative-oriented was determined by the result of the factor analysis shown in



A-2 of the Survey Design. The groups with high average of the factor scores for "Fashion Conscious", "Confident / Leadership Oriented" and "Friend-Oriented" are positive-oriented, while the groups with low average for them are negative-oriented.

\*The wealthy people enjoy playing golf on a golf course in Bangkok city.

Table 1 Characteristics of Significant Consumer Groups in Bangkok 1baht=approx 2.6 yen

	Profile****	Lifestyle and Sense of Values*
Traditional Paternalists	Male and Female(70:30) 35-49 and 50-59 years old(43:57) Below college graduate (70%) Employed or Self-employed Monthly income 40000 bahts or more	Positive way of life on every aspect
New Paternalists	Male and Female (40:60) 35-49 year old Below college graduate (70%) Self-employed Monthly income 20000 bahts or more	Positive way of life on every aspect Easygoing
Self-employed	Male and Female (47:53) 35-49 and 50-59 years old (56:44) College graduate, Merchant or Self-employed Monthly income 20000-40000 bahts	Negative sense of values
Freelances	Male 35-49 years old Below college graduate, Merchant or Freelance Monthly income under 20000 bahts	Fast paced, Lower collectivism Self-confident and Open-minded Leadership
Male Managers	Male 35-49 years old College graduate, Employed office worker Monthly income under 40000 bahts	Social minded, Collectivism, Fashion conscious Confident and Accept other's opinions
Optimistic Female Managers	Female 35-49 and 50-59 years old(63:37) College graduate, Employed office worker Monthly income under 40000 bahts	Social minded, Collectivism, Fashion conscious Confident and Accept other's opinions Easygoing

Pessimistic Female Managers	Female 35-49 and 50-59 years old (88:12) College graduate, Employed office worker Monthly income under 40000 bahts	Negative sense of values
Male Clerks	Male 35-49 years old Below college graduate, Employed office worker or Civil servant Monthly income under 20000 bahts	Fast paced, Collectivism Self-confident and Open-minded Long-term orientation
Female Clerks	Female 35-49 years old Below college graduate, Employed office worker or Civil servant Monthly income under 20000 bahts	Lack of leadership Self-centered and little concern about close people or society
Laborers**	Male and Female 35-59 years old Below college graduate, Regular or non-regular workers Monthly income under 20000 bahts	Negative sense of values
Males and Females with Unsociable Sense of Values	Male and Female (63:37) 35-49 and 50-59 years old (70:30) Below college graduate, Civil servant or Freelance Monthly income under 20000 bahts	Negative sense of values

\* See Table A-2 of <Survey Design> regarding the viewpoints of lifestyle and sense of values.

\*\* See Table A-3 and Table A-4 for more detailed profile.

\*\*\* The group of Laborers is a total of 4 groups of non-regular male laborers, non-regular female laborers, female laborers older than 50 and regular male laborers.

\*\*\*\* In the Profile column, "Male and Female (70:30) 35-49 and 50-59years old(43:57)" means the proportion of male and female is 70 : 30, and the proportion of 35-49 years old people and 50~59 years old people is 43:57.

Table 2 Grouping of Significant Consumer Groups in Bangkok

		Lifestyle and Sense of Values	
		Negative-oriented	Positive-oriented
Resources (Financial power and Educational level)	High	Self-employed Pessimistic female managers Males and females with unsociable sense of values	Male managers Optimistic female managers Traditional paternalists
	Low	Laborers Female clerks	New paternalists Freelances Male clerks

Table 2 shows "Laborers" and "Female Clerks" have lower level of resources and negative-oriented lifestyle. Since they have low incomes and are economically disadvantaged, their lives may be so severe that they can't afford to think about the social changes.

Also the groups of "Pessimistic Female Managers", "Males and Females with Unsociable Sense of Values" and "Self-Employed Workers" have a negative-oriented lifestyle despite of their fair economic power and educational level. Members of the groups seem to be swamped with work, avert their eyes from new changes and behave in an unsociable manner though they are blessed with a certain degree of resources. They are unlikely to collect information in a positive way for consumption.

On the other hand, those of "New Paternalists", "Freelances" and "Male Clerks" have a positive-oriented lifestyle, although their resources such as economic power and education are not very high. The term "Paternalists" here indicates their tendency to treasure their bond with their close people and family. Though they are still young and are not economically fit, they will make a promising consumer group in future when they get old and experienced with greater financial power.

Last of all, those of "Male Managers", "Optimistic Female Managers" and "Traditional Paternalists" belong to the plus field both for resources and sense of values. They are so-called high-quality middle class and wealthy people who lead the Thai consumption society now and in the future. In order to understand the Thais' consumer activity, this analysis will focus on these groups for a start.



\*Luxury cars fill the parking lot at a popular exclusive restaurant in Bangkok city.

### **3. Leading people of the Thai consumption society**

As explained above, the consumer groups the Japanese companies and other enterprises should keep their eyes on may be "Male Managers", "Optimistic Female Managers" and "Traditional Paternalists". Also, those of "New Paternalists", "Freelances" and "Male Clerks" are promising consumer groups if they increase their economic strength in the future even though their current economic power is low. Accordingly, the report will focus on these 6 consumer groups and introduce their characteristic consumption behaviors in 4 consumption areas including economy, housing, health and hobby, based on the contents of the interview survey on them.

### **3-1: Middle upper group of the "Male Managers" and the "Optimistic Female Managers" mainly lead the consumption society**

The 2 consumer groups of "Male Managers" and "Optimistic Female Managers" consist of around 35 to 49 year-old people who have university graduate or higher education level. They are business men and women of middle upper class who work for so-called big corporations earning less than 40 thousand bahts. As explained in Part 1, it is important to remember that the females dominate the Thai society.

Those of the 2 groups are group-conscious and keen on fashion. They also have a wide field of activity, and their sense of values and lifestyle have considerable influence on other people around. Blessed with higher income and education than those of other consumer groups, they are confident in their own way of life as they are successful also in their job. They are deeply interested in social events and routinely collect a variety of information. Note that the analyzed data of lifestyle and sense of values show that "Optimistic Female Managers" are more relaxed and easygoing than "Male Managers".

Since they have large income, they probably have no financial difficulties in daily life. Though many of them own automobiles, few pay car loans. However, as they have desire for



detached houses, many of those who have purchased a detached house are paying housing loans.

\*A detached house for the middle class in Bangkok city. Both the site and the building space are large. Certainly the house accommodates a room for maid.

The members of the groups are also characteristic in that many of them think about their future from a long-term viewpoint and are health conscious. Many take supplements for health, and a lot of them answered they take supplements not only for furnishing of nutrition or disease prevention but beauty. Since "Male Managers" and "Optimistic Female Managers" have many business meeting opportunities, they are knowledgeable about and conscious of fashion and beauty. The Thai supplement market is rapidly expanding these years targeting at such people as main users.

To keep their health, "Male Managers" are engaged in various exercises including team sports such as soccer, individual sports, gyms and yoga. "Optimistic Female Managers" are careful about their diet and, at the same time, work out at gyms or do yoga. Additionally, many have experienced Detox (short for detoxification, physical fitness by eliminating toxins from body), physical checkup, spa and massage.



\*Owing to the growing health consciousness, a wider range of supplement goods hit the store shelves.



\*For "Male Managers" and "Optimistic Female Managers" who care about their weight, various weight management clinic services have appeared in the market.

How do "Male Managers" and "Optimistic Female Managers" spend their holidays and off time? According to their answers, their holiday activities include domestic trip, TV and movie viewing, reading books, game, the Internet, stroll through department stores and religious activities. At the same time, group works such as volunteer or NPO activities are popular, too. Also many spend their time for training, lessons, or study at library.

As regard to such self development, the language schools of English, Chinese and Japanese are popular recently. Some business men and women go to an evening course for MBA. The above activities can be regarded as self investment for the future.

It also deserves to note that home-related hobbies are popular. Since many of the consumers of these groups live in a detached house, the males enjoy DIY and the females are

engaged in various hobbies such as beauty, cooking, pet and gardening.



\*The detached houses are often found in the Bangkok suburbs. In the surrounding areas, shopping centers specialized in DIY are located to support the citizen's hobbies and leisure activities.

### 3.2: "Paternalism" is a traditional lifestyle and an essential sense of value in Thailand

The consumer group of "Paternalists" is characterized by their family-oriented sense of values. This is considered to be a traditional and rightful, as well as essential sense of



values in Thailand. It is interesting to note that those of this group are not necessarily highly educated. This consumer group can be further divided into 2 groups. "Traditional Paternalists" are aged from 35 to 59 with an income of 40 thousand bahts or more; they are older and have greater economic power than those of the "New Paternalists".

Many of "Paternalists" run independent enterprises such as shops or production factories; certainly some of them operate a large-scale company. Incidentally, most of the "Traditional Paternalists" are the Chinese Thai. Those who operate a store tend to live in a shophouse in the city, while those who operate a production plant often live in a town house or a detached house rather than a shophouse. On the other hand, the relatively younger "New Paternalists" are likely to live in a condominium (called "mansion" in Japan).

When "Traditional Paternalists" are asked about their housing preference after retirement, outright majority of them answer they prefer a detached house. Almost none of them intend to live in a shophouse after retirement. Therefore, many of those who operate a store at shophouse in the city own another housing of detached house in the suburbs.

It is noteworthy that "New Paternalists" expect they will spend their old age at a nursing home for the aged. The great changes in the social environment such as a greater number of nuclear families and unmarried people make them start to think it is more realistic to live at a nursing home than to live with their family in the future.



\*The "Traditional Paternalists" who run a store live on the second and third floors while they do business on the first floor. In the weekend, many of them go to a detached house they own in the suburbs.

As for loans, many of the "Traditional Paternalists" seem to be free from the burden of loans. Some of them have already their loans paid off because they are aged and have enough economic power, but in some cases, the aged, especially the Chinese Thai, never take out a loan on principle.

Meanwhile, "New Paternalists" often take out a loan both for real estates and automobiles. This is probably because most of the "New Paternalists" are younger couples, and in case of two-generation families they generally live in a condominium and own a small car. As a matter of fact, the data show that most of their loans are for real estates and automobiles.

As concerns their health consciousness, "Paternalists" are as health conscious as the "Managers", and take supplements for beauty, furnishing of nutrition and disease prevention.

They go to gyms or yoga lessons for the same reason as that of "Managers". For diet, those of this group are interested in organic foods. The aged of the "Traditional Paternalists" have physical checkups on a regular basis. They are wondering what kind of method they should take to maintain their health after retirement. The group is characteristic in that many adopt the alternative remedies such as Detox or supplement.

Unlike the "Managers", many of both "Paternalists" groups are store owners or self-employed workers who have fewer opportunities to work with other people. Since they spend most of the time with their family, they are likely to have less ability to collect and send out information. Also regarding other activities than business, they are not as active as the "Managers". As for exercise, for example, they tend to prefer individual sports such as workout at gyms or yoga.

Their popular hobbies and activities include domestic trips, TV and movie viewing, reading books, stroll through department stores and religious activities. At the same time, the family activities such as DIY, cooking, baking cakes and gardening are popular too. Additionally, the "Traditional Paternalists" enjoy eating out, stroll through parks, Taijiquan and other exercise, while the younger "New Paternalists" are often engaged in self-development activities such as training, study and work at library.



\*The Thai people love "department store stroll", relaxing in the air-conditioned stores. They can enjoy themselves inside stores all day, where not only brand shops but supermarkets, movie theaters, banks and restaurants are established.

### **3-3: "Freelances" and "Male Clerks" are promising consumers**

The "Freelances" and the "Male Clerks" share the similar profile, lifestyle and sense of values. Both are males aged 35-49, below college graduate, with monthly income fewer than 20 thousand bahts and most are unmarried. However, although the members of "Freelances" are not in various programs of companies, "Male Clerks" who work for a company benefit from various welfare programs of the company.

Members of these consumer groups lead their daily life so busily that they don't have a long-term idea or group consciousness. On the other hand, their self-confidence, leadership and ability to seek other's advice show that they make maximum use of their time to push themselves into a better life. Judging from this aspect, they can be a promising consumer group.

As for health, both "Freelances" and "Male Clerks" often take supplements. Their reason for that is, however, not for beauty but for furnishing of nutrition and prevention of disease. Concerning housing, the self-employed "Freelances" mostly live in a shophouse, while many of the office working "Male Clerks" live in a detached house. (Unmarried office workers usually live with their parents. After marriage, they purchase a detached, only moderately priced, house, for condominiums are too expensive for them).

Unlike those of other groups, "Freelances" and "Male Clerks" take out a loan for purchase of an automobile or large home appliances rather than real estates. Their salary is not high enough to purchase a house, and they tend to buy a car or large household appliances that they can afford.

Both of the groups have neither time nor financial power to study or enjoy hobby because they have relatively low income and education, and are pressed by work every day. Owing to



such circumstances, those of the groups have least variation of hobbies. Their hobbies are mainly ordinary domestic tour, TV and movie viewing, reading books, stroll in the department stores and religious activities.

\*In Bangkok, the citizens enjoy dining out on daily basis as one of their amusements.

#### **4. Anticipate the future consumption society of Thailand**

This Part has examined the consumption behavior of the Bangkok citizens focusing on their lifestyle and sense of values, based on the data of the questionnaire survey and interviews. The survey result indicates the future leaders of the Thai consumption behavior are "Male Managers", "Optimistic Female Managers", "Paternalists", "Freelances" and "Male Clerks". In order to anticipate the future Thai consumption society, the consumption behavior of these people need to be carefully marked. When companies set their target users in the course of their marketing activities, it would be important for them to consider their consumers by groups as explained above.

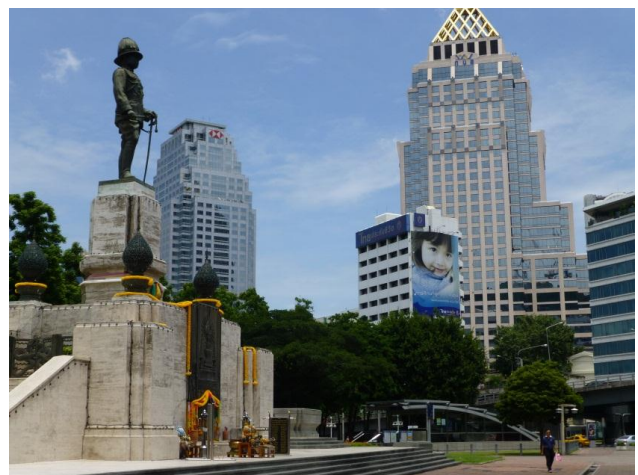
Among these groups, the "Managers" should particularly be emphasized as the main leader of the Thai consumption society. This is because of their large income, high education, wide field of activities, being friend-oriented in business, opportunities to meet many people through wide network, and various consumption behaviors. They are also remarkable in that they actively collect and send out information and have great influence on other people around.

"Paternalists" are an attractive target because they have good incomes to afford active

consumption behaviors, but owing to their limited scope of business activity, they don't have many opportunities to make contact with number of people. They set much store on bondage with their family and enjoy their own consumption behavior, but they are neither active nor influential consumers.

As for "Freelances" and "Male Clerks", they cannot afford rich consumption activity yet. Though they are neither active consumer nor enjoying a variety of consumption behaviors, they are positive-oriented and promising consumers in the future when their works favorably develop or they succeed in their career and become better off. When their sense of values and behaviors are understood and their potential needs are found out, a unique approach will become possible.

In the next part, the report will examine significant events in the past that have greatly varied the Thai lifestyle in the light of the above conclusion of the consumer group analysis. At the same time, it will reveal the background of the consumer groups' behavior and explore the future lifestyle and the opportunities in the consumer market



\* In Bangkok city, fewer traditional structures can be seen these days while a greater number of modern buildings are being constructed.

#### ● List of References

Eiamkanchanalai, Somkiat, Assarut, Nuttapol, and Surasaingsang, Suwani (2011), "A Study of the Behavior and Lifestyle or Population Preparing to Enter Old Age: A Case Study in Bangkok Metropolitan Area", Chulalongkorn University.

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## <Survey Design>

The contents described in this paper are a part of the research the author and the researchers of Chulalongkorn University collaborated. The research was conducted from 2010 to 2011 with a research support of Chulalongkorn University's 100th anniversary project. The survey research was originally designed to examine the preparation for retirement life. The outlines of survey method and analysis results are as following.

### ●Survey method and questionnaire items

Since the survey was planned to study the preparation for retirement life, the subject of survey was the 35 to 59 year old Bangkok citizens rather than younger citizens. The method of Stratified Random Sampling was used to allocate 600 respondents based on their shared attributes of gender, age, income and occupation, forming the same composition as whole Bangkok population (Table A-1). For survey, Bangkok was divided into 3 areas of inland, center and suburbs, and consumers of each area were asked to answer questions.

The method of survey interview was adopted by which examiners question the subjects and fill out the questionnaire. The collected data are the 5-point scaled data of 45 questions about lifestyle and sense of values and the data on 4 consumption behaviors of finance, health, housing and hobby.

Table A-1 Allocation of Samples

		35-39years old		50-59 years old		Total
		Lower than college	College graduate and higher	Lower than college	College graduate and higher	
Employed at company	Male	88	46	26	16	176
	Female	74	58	24	22	178
Self-employed	Male	59	15	61	12	147
	Female	58	13	22	6	99
Total		279	132	133	56	600

### ●Result of analysis

The 45 items of data on lifestyle and sense of values were factor analyzed to extract 11 factors as shown in Table A-2. Furthermore, demographic data of the respondents were added to the estimated factor scores and analyzed with 2-step cluster analysis. As a result, 14 consumer clusters were produced as shown in Table A-3 and Table A-4. The 14 clusters were sorted out into 5 clusters of office workers, laborers, self-employed workers, paternalists, and males and females with unsociable sense of values.

Table A-2 Result of Factor Analysis

Factor	Name of Factor	Number of Items
1	Fashion Conscious	5
2	Fast Pace	3
3	Confident / Leadership Oriented	5
4	Frugal	3
5	Community Concern	3
6	Close Social Group Member Concern	3
7	Weight Conscious	3
8	Friend Oriented	3
9	Collectivism	5
10	Long-term Orientation	7
11	Confidence and Accept Other's Opinions	5

Table A-3 Lifestyle and Sense of Values by Consumer Groups

	Employed workers					Laborers				One-man business		Paternalists		Men and women with unsociable sense of values
	Male clerk	Female clerk	Male manager	Optimistic female manager	Pessimistic female manager	Non-regular male laborer	Non-regular female laborer	Female laborer older than 50th	Regular male laborer	Freelance	Self-employed	Traditional Paternalist	New paternalist	
Number of people (persons)	77	65	46	46	33	51	39	38	36	43	32	37	30	27
Fashion Conscious	0.04	-0.16	0.26	0.62	-0.42	-0.49	-0.18	-0.47	-0.19	0.20	-0.22	1.36	0.11	-0.64
Fast Pace	0.21	-0.07	-0.02	-0.05	-0.29	-0.09	-0.16	-0.23	-0.01	0.49	-0.37	0.70	-0.17	-0.36
Confident / Leadership Oriented	0.07	-0.42	0.24	0.39	-0.47	-0.05	-0.24	-0.21	0.06	0.25	-0.17	1.18	0.15	-1.05
Frugal	0.05	0.05	-0.19	0.41	-0.40	-0.29	-0.27	0.26	-0.28	0.14	0.02	0.57	0.93	-1.27
Community Concern	0.09	-0.22	0.38	0.29	-0.19	-0.19	-0.25	-0.18	-0.05	-0.01	-0.38	1.00	0.54	-1.09
Close Social Group Member Concern	-0.04	-0.20	0.11	0.32	-0.22	-0.03	-0.15	0.22	-0.06	0.15	-0.21	0.74	0.71	-1.64
Weight Conscious	-0.05	-0.07	-0.12	0.36	0.02	-0.28	-0.25	0.37	-0.16	-0.08	0.04	0.80	0.43	-1.07
Friend Oriented	0.07	-0.12	0.31	0.62	-0.46	-0.48	-0.16	-0.44	-0.20	0.21	-0.25	1.33	0.21	-1.01
Collectivism	0.15	0.11	0.22	0.33	-0.08	-0.12	-0.55	-0.03	-0.15	-0.29	0.12	0.55	0.78	-1.57
Long-term Orientation	0.14	0.11	0.05	0.47	-0.58	-0.48	-0.38	-0.07	-0.26	-0.04	-0.27	0.97	0.98	-0.97
Confidence and Accept Other's Opinions	0.13	-0.11	0.25	0.37	-0.63	-0.23	-0.28	-0.21	-0.18	0.17	0.12	0.89	0.74	-1.44

The yellow highlight represents +0.4 or more, red represents -0.4 or less

Table A-4 Demographic Profile by Consumer Group (%)

		Employed workers					Laborers				One-man business		Paternalists		Men and women with unsociable sense of values
		Male clerk	Female clerk	Male manager	Optimistic female manager	Pessimistic female manager	Non-regular male laborer	Non-regular female laborer	Female laborer older than 50th	Regular male laborer	Freelance	Self employed	Traditional paternalist	New paternalist	
Number of people (persons)		77	65	46	46	33	51	39	38	36	43	32	37	30	27
Gender	Male	100%	0%	100%	0%	0%	100%	0%	0%	100%	100%	47%	70%	40%	63%
	Female	0%	100%	0%	100%	100%	0%	100%	100%	0%	0%	53%	30%	60%	37%
Age	35-49	100%	100%	100%	63%	88%	0%	100%	0%	0%	100%	56%	43%	100%	70%
	50-59	0%	0%	0%	37%	12%	100%	0%	100%	100%	0%	44%	57%	0%	30%
Education	Lower than college	100%	100%	0%	0%	0%	100%	100%	100%	67%	100%	0%	73%	73%	96%
	College graduate or higher	0%	0%	100%	100%	100%	0%	0%	0%	33%	0%	100%	27%	27%	4%
Occupation	Regular job	100%	100%	100%	100%	100%	0%	0%	58%	100%	0%	0%	46%	0%	44%
	Non-regular	0%	0%	0%	0%	0%	100%	100%	42%	0%	100%	100%	54%	100%	56%
Monthly income	No income	0%	0%	0%	0%	0%	4%	10%	11%	0%	2%	9%	3%	7%	4%
	Less than 10,000 bahts	16%	31%	4%	11%	6%	33%	31%	26%	17%	21%	3%	11%	27%	33%
	10,000-19,999 bahts	45%	37%	35%	22%	36%	27%	26%	26%	28%	35%	25%	19%	30%	33%
	20,000-39,999 bahts	31%	22%	43%	52%	45%	16%	18%	21%	31%	23%	47%	41%	23%	22%
	40,000-59,999 bahts	6%	8%	15%	11%	9%	6%	13%	8%	8%	16%	9%	19%	10%	7%
	60,000 bahts or more	1%	3%	2%	4%	3%	14%	3%	8%	17%	2%	6%	8%	3%	0%
Marital history	Unmarried	18%	31%	30%	30%	36%	10%	18%	13%	6%	28%	44%	30%	13%	33%
	Married	70%	57%	61%	61%	52%	82%	77%	71%	75%	67%	53%	65%	73%	63%
	Divorced	10%	5%	7%	4%	6%	0%	3%	5%	14%	5%	0%	0%	0%	4%
	Widowed	0%	6%	0%	4%	6%	6%	3%	11%	6%	0%	3%	5%	13%	0%
	Unanswered	1%	2%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%